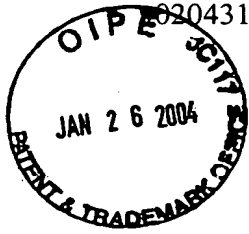


Attorney's Docket:

020431.0772

PATENT
USSN 09/842,297

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Sobrado, et al.
Serial No.: 09/842,297
Filing Date: April 25, 2001
Confirmation No. 7102
Group Art Unit: 3671
Examiner: Nathan S. Mammen
Title: *Guided Buying Decision Support in an Electronic
Marketplace Environment*

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Willie Jiles

Willie Jiles

January 26, 2004
Date

Response pursuant to 37 C.F.R. § 1.111

In response to the Office Action mailed October 6, 2003, Applicants respectfully request the Examiner to reconsider the claims in view of the following amendments and remarks. Please amend the Application as follows.